PlanIt! Win

For the fifth year in a row, Gustavson students have won the Social Venture award at the campus-wide PlanIt! competition!

Corey Leung, Sean Powell and Robert Williams, all in fourth-year BCom, proposed Helping Hand Bikes to teach homeless and at-risk people skills to repair broken or unused bicycles – and then sell the bikes to the consumer market.

The team works because each member brings different skills: Corey’s the big-idea guy, Sean’s very good at grounding the ideas in pragmatism, and Rob’s a “financial wizard,” say Corey and Sean.

Also, Corey explains, “A key to our success was to stay focussed and make sure everything is feasible.”

“Another key,” Sean adds, “was that we aren’t afraid to go out and ask for help.”

The team is up front that asking for and applying advice from experts - from time and cost details from a bike mechanic to business plan suggestions from Chris Forrest and Rob Milne at ICE - made all the difference between an idea and an outstanding learning experience.

Dr. Andy Hoffman, who many of you will remember from his engaging presentations at Gustavson last fall, has built the beginnings of a compendium of survey articles on business and the natural environment. He welcomes your suggestions and additions to the list.

Teaching crisis management: In this 30-minute podcast, Dr. Paul Shrivastava talks to Journal of Management Education special-issue editor Dr. Debra Comer. Dr. Shrivastava is the David O’Brien Distinguished Professor of Sustainable Enterprise at the John Molson School of Business, Concordia University, Montreal.

Service Management, Entrepreneurship, Tourism

From tourism consultant Carol Patterson’s Reinventure: because photography is one of the world’s most popular activities, there’s probably a way for entrepreneurs to include photography to enhance the experience at their businesses. For example, Patterson points out, “The Ellis Bird Farm in Lacombe, Alberta installed a beaver cam to capture the underwater antics in their beaver pond and quickly developed a large following. Can you find a way to get your visitors involved in citizen science?”

Carrotmob

At Felicita’s on Thursday, March 7. That’s today, folks! Come on over and show your grassroots support for Gustavson students’ drive – the event is organized by the CSS - and for greening the pub.

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